

## **Allegheny Mountain Radio Diversity Statement**

At the December 7, 2015 meeting the Board of Directors of Pocahontas Communications Cooperative Corporation (DBA Allegheny Mountain Radio) reviewed and discussed practices designed to fulfill our station's commitment to diversity and to meet the applicable FCC guidelines. Based on that discussion, we hereby adopt the following policy guidelines.

Allegheny Mountain Radio (AMR) has a long standing commitment to fulfilling our legal and ethical responsibility for diversity within our workforce, management, board and at all levels of governance our stations. This requires us to engage under-represented groups and to take initiatives for inclusion of all groups, including but not limited to age, racial/ethnic, economic, gender, religion, veteran status, disability, and sexual orientation.

We recognize that meeting these goals presents particular challenges because our three counties, Pocahontas WV, Bath and Highland VA, are not very racially diverse. For that reason, we must make every effort to seek out minorities to serve as employees, volunteers, on our board, advisory committees and at every level of governance. We recognize that our music is one of our major attractions and we welcome everyone's participation as we strive to present programming that reflects diverse tastes.

We incorporate into this statement our prior policy adopted on June 16, 2014:

1. Management reaches out to underrepresented groups to welcome them to fulfill any and all available job openings. Hiring decisions will continue to be based on our assessment of the best candidate for the job. As is required by the FCC EEO policies, job openings are broadly disseminated to achieve as diverse a pool of candidates as we can for each position opening. Our organization is in compliance with federal, state and local laws on diversity and Equal Employment Opportunity.
2. Allegheny Mountain Radio's policies and bylaws identify the people we seek to serve. AMR has 25 on-air music volunteers and another 20 volunteers on boards and advisory committees involved with its programming. These positions are open to the community, recruitment is

promoted on air and free training is provided for volunteers. Paid staff produces news for the entire listening area on a daily basis and feature stories of special local interest. Music programming is highly eclectic providing a wide variety of music and programming for all segments of our listening audience. On-air public service announcements are provided free of charge for community organizations throughout the listening area.

3. The efforts of management to achieve our goals shall be on the agenda and reported at every Board Meeting. Management shall share our goals with the community and with our advisory committees. AMR shall continue to provide internships and mentorships to students. We will increase our capacity to host events and programs that address a variety of cultural, ethnic, gender and generationally diverse populations. Members of the Board of Directors, management and senior staff will be encouraged to attend formal diversity training.